

# VISION AND GOALS

## VISION STATEMENT

The vision of the Upper Westside Community is to continue to build a section of the city that:

- Reflects the area's past and future through the use of industrial materials, scale, and building patterns.
- Provides residents, visitors, and workers with transportation alternatives for reaching the area and traveling within the area.
- Supports a diversity of housing, jobs, shopping, and recreation that can include people of all incomes and ages.
- Protects the diversity of smaller scale, residential, commercial, and industrial uses from institutional expansion.

To support this vision, the community has developed several specific goals as described below.

## GOALS OF UPPER WESTSIDE

### COMMUNITY CHARACTER/URBAN DESIGN

1. **Provide identity** for the area by celebrating its unique historic character. This includes commemorating its role in the history of Atlanta as a rail and distribution center, as well as Civil War sites.
2. Retain the identity of the area by preserving and expanding upon the **diverse urban environment**. This includes being welcoming to current and future residents, artists, and small businesses.
3. **Recognize the industrial roots** of the area by promoting industrial materials, scale, and character.
4. Create a **distinct identity** and visual brand for each character area.
5. **Avoid the displacement** of existing residents, businesses, and social service agencies within the community.



HISTORIC MARKER COMMEMORATING THE CIVIL WAR

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## TRANSPORTATION

1. Support the desired mix of land uses through a network of **safe, efficient and convenient transportation** options, including transit, walking, biking, auto, and truck.
2. **Improve pedestrian access** throughout the study area.
3. Promote the establishment of new **transit routes**, including the Atlanta Beltline and the MARTA C-Loop/Inner Core.
4. Minimize to the extent possible the impacts of trucking activity on residential areas.

## LAND USE

1. Ensure the continuity of **industrial and other employment-based uses** by improving overall land use compatibility through better regulation and buffering.
2. Support a **variety of lifestyles** by promoting mixed use development and permitting live-work arrangements.
3. Provide adequate open space through new **urban plazas, parks and greenways**, as well as the best use of existing parks.
4. Provide for **maximum flexibility** for the compatible development of new housing units and jobs through flexible land use regulations.
5. Promote development densities sufficient to **support and promote mass transit** options.

## ECONOMIC DEVELOPMENT

1. **Continue the momentum of revitalization** by bringing renewed economic strength to all parts of the area.
2. **Prevent displacement** of existing residents and businesses.
3. Include a **diversity of employment options** within the Upper Westside by integrating new light industrial and other job-generating activities into the area.
4. Recognize **the importance of social service agencies** and integrate them into the community in the best way possible.



LOFT HOUSING IS ONE OF THE MANY TYPES OF HOUSING THAT CAN BE ACCOMMODATED IN THE UPPER WESTSIDE